

FIG. 1

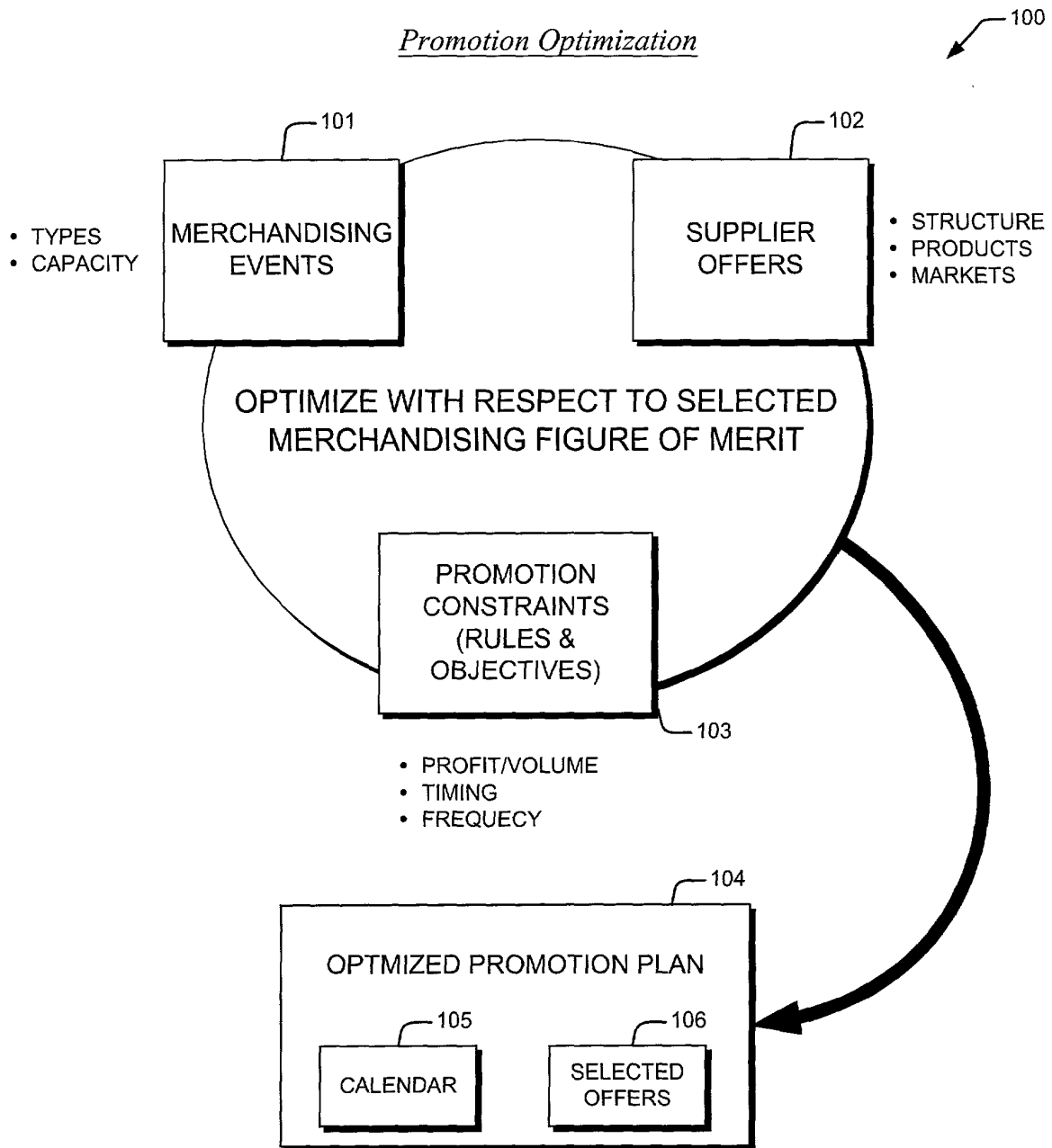


FIG. 2

Apparatus for Merchandise Promotion Optimization

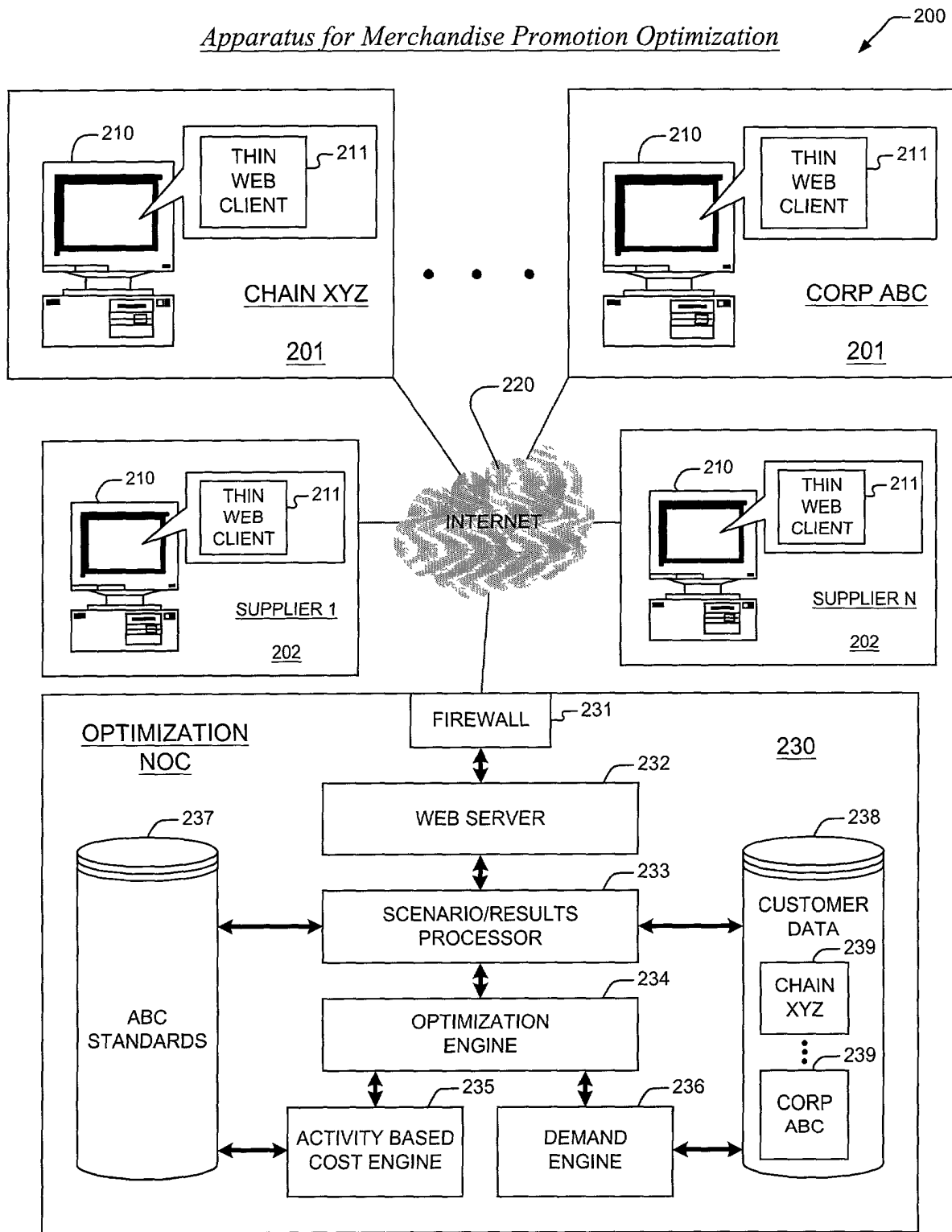


FIG. 3

Optimization Engine Details

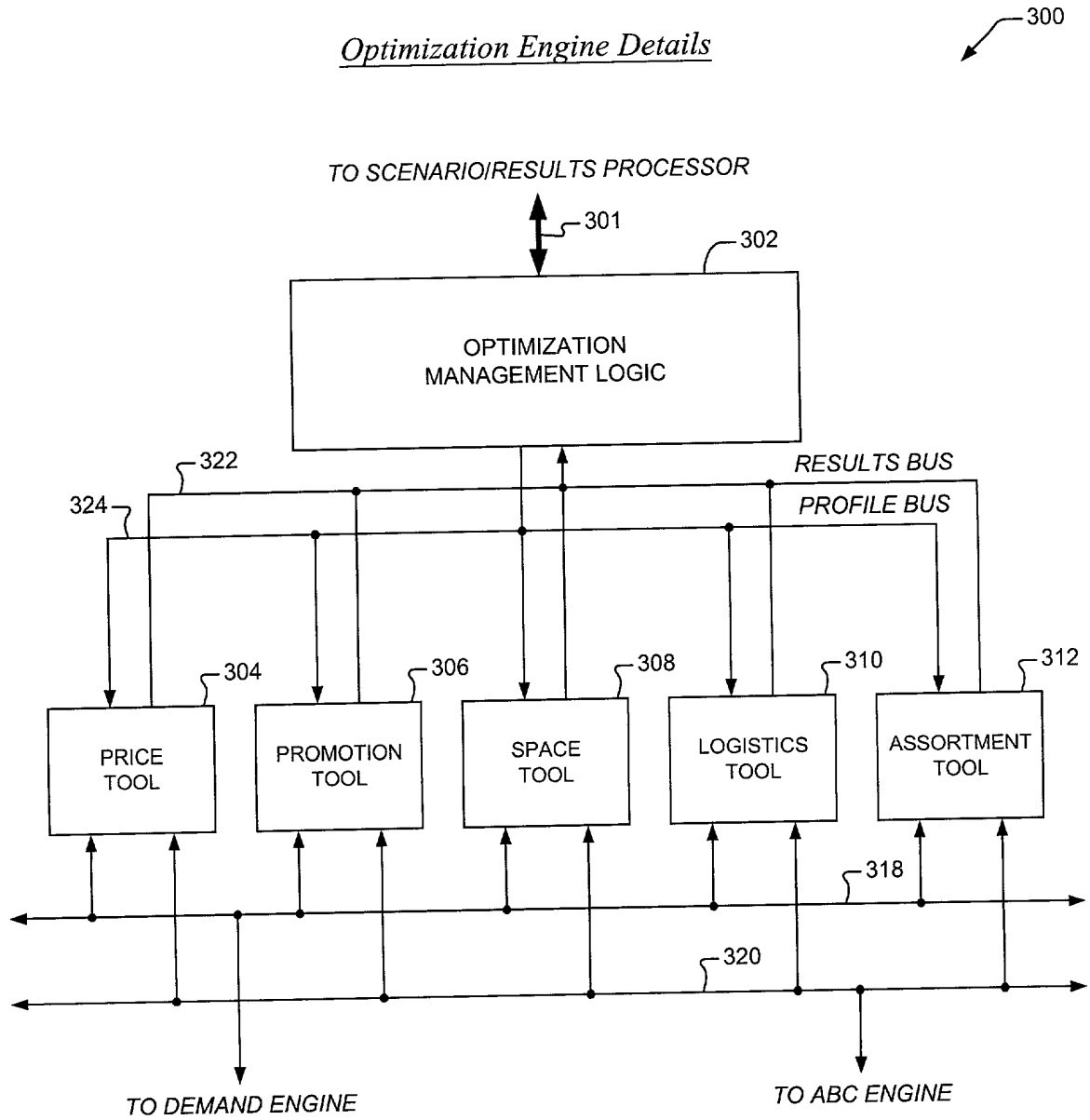


FIG. 4

Scenrio/Results Processor Details

400

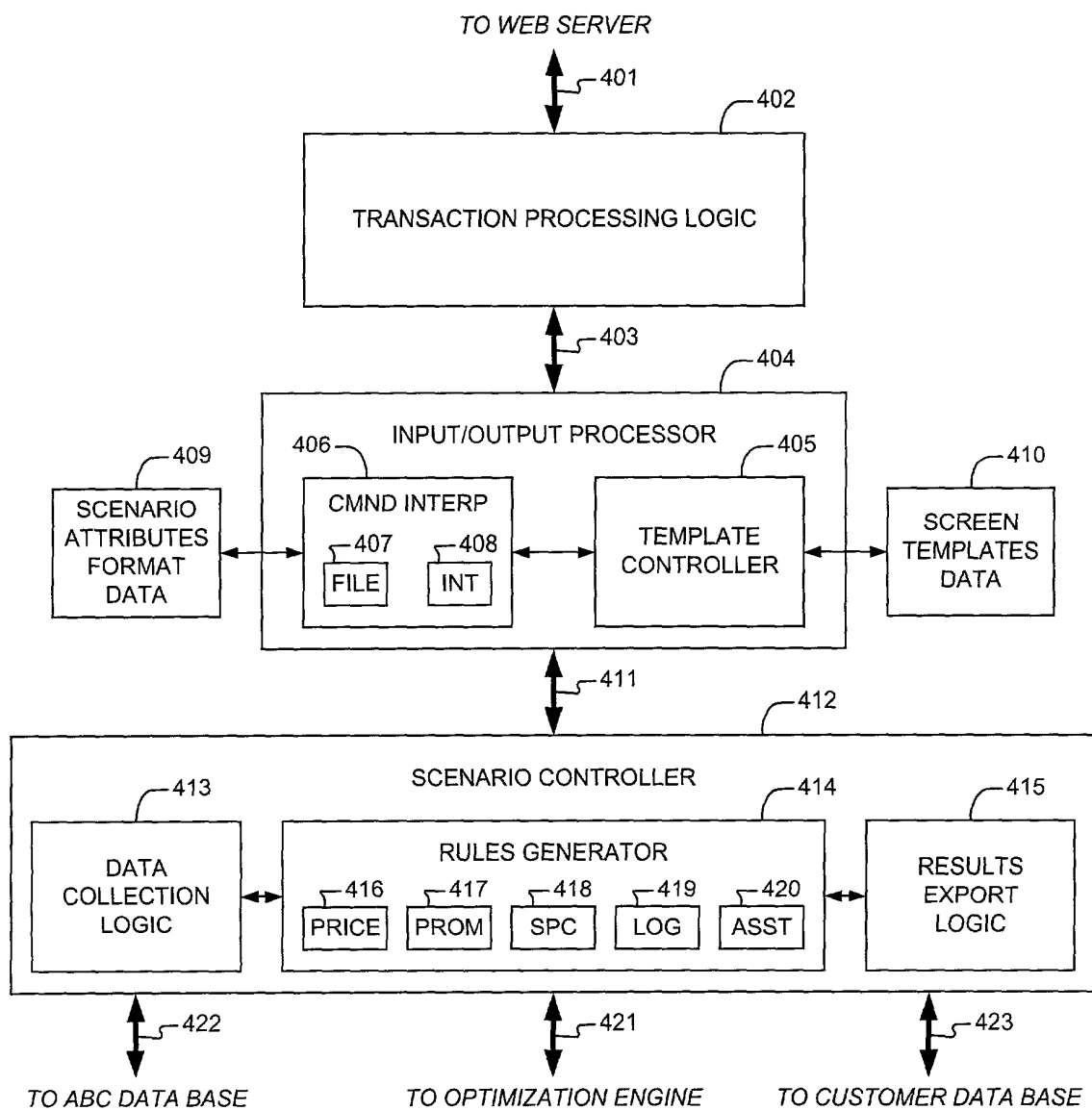


FIG. 5

Method for Optimizing Merchandising Promotion Plan

500

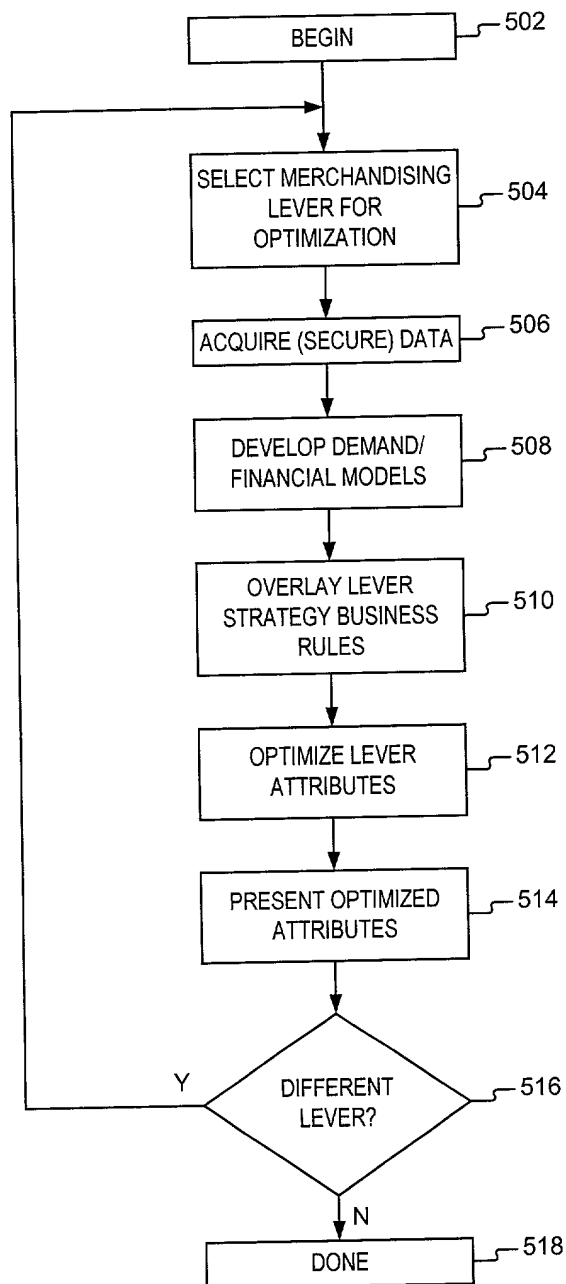
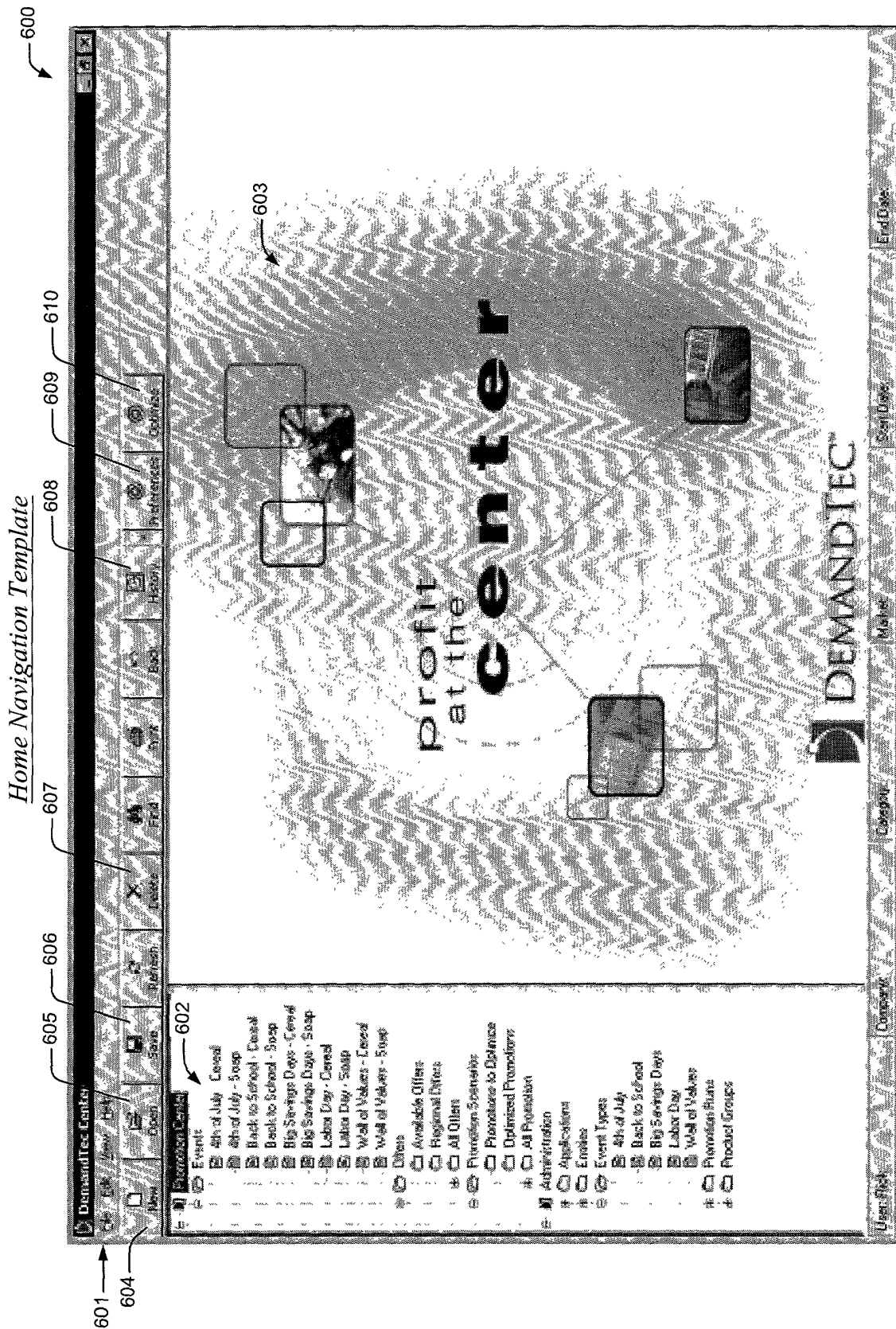


FIG. 6

FIG. 6



+

FIG. 7

Preferences Template

700

DemandTec - Promotion Center

DemandTec Promotion Center - Planning Wizard

Add filters to establish global planning variables

Enter clearing start and end dates 701

Start Date	End Date	Start	End	Deal	Deal
8/1/2001	8/1/2001	New	New	Deal	Deal
8/1/2001	8/1/2001	New	New	Deal	Deal

Enter clearing start and end dates 702

Start Date	End Date	Start	End	Deal	Deal
8/1/2001	8/1/2001	New	New	Deal	Deal
8/1/2001	8/1/2001	New	New	Deal	Deal

Enter clearing start and end dates 703

Start Date	End Date	Start	End	Deal	Deal
8/1/2001	8/1/2001	New	New	Deal	Deal
8/1/2001	8/1/2001	New	New	Deal	Deal

Enter clearing start and end dates 704

Start Date	End Date	Start	End	Deal	Deal
8/1/2001	8/1/2001	New	New	Deal	Deal
8/1/2001	8/1/2001	New	New	Deal	Deal

Enter clearing start and end dates 705

Start Date	End Date	Start	End	Deal	Deal
8/1/2001	8/1/2001	New	New	Deal	Deal
8/1/2001	8/1/2001	New	New	Deal	Deal

Back New Cancel

+

Promotion Event Configuration Template

+

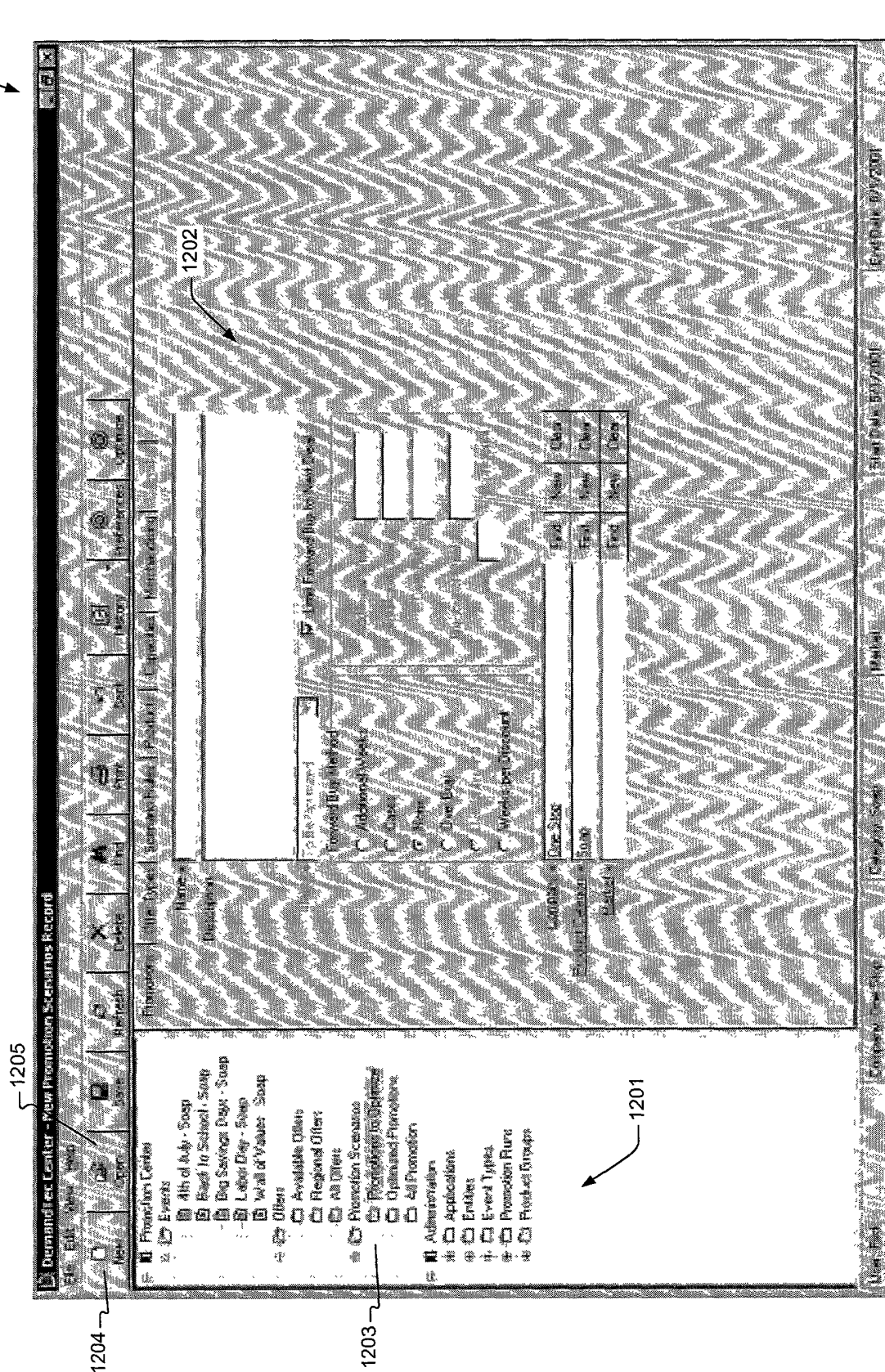
FIG. 9

Promotion Event Configuration Area

[illegible]

+FIG.12

Promotion Scenario Configuration Template - Promotions Area



120

120

1201

1202

Promotions Area

1301

Promotions | Other Tools | Scenario Rules | Products | Apparel | Mechanisms | Help

Plan - 1st Quarter

First Quarter Promotion Plan

Distribution

1st Qtr. Users

Forward Day

Product

Weeks per Day

Product Labels

Plan

Plan

1302

1303

1304

1305

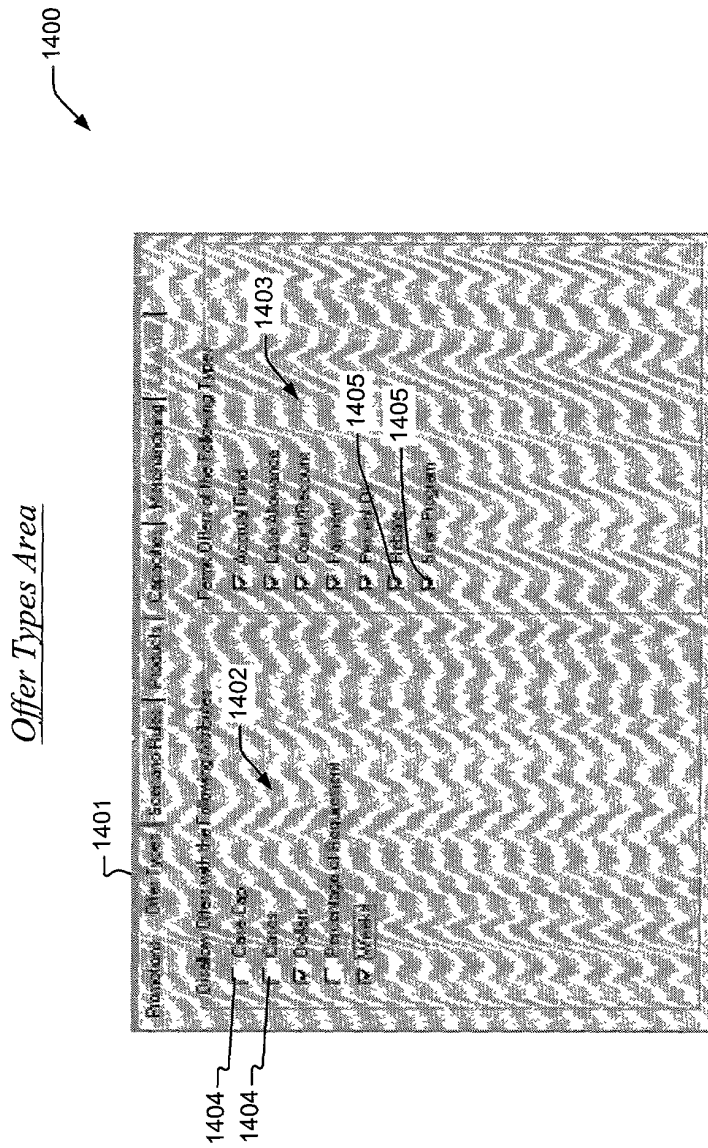
1306

1307

1308

+

FIG. 14



+

FIG. 15

Scenario Rules Area

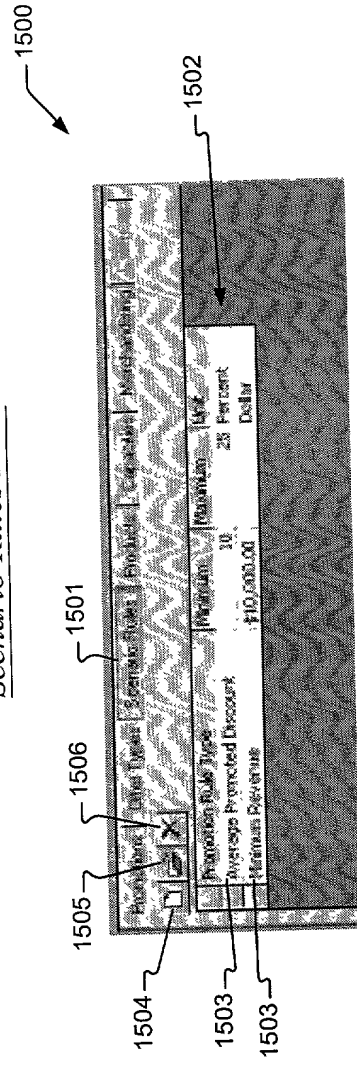


FIG. 16

Rule Specification Template

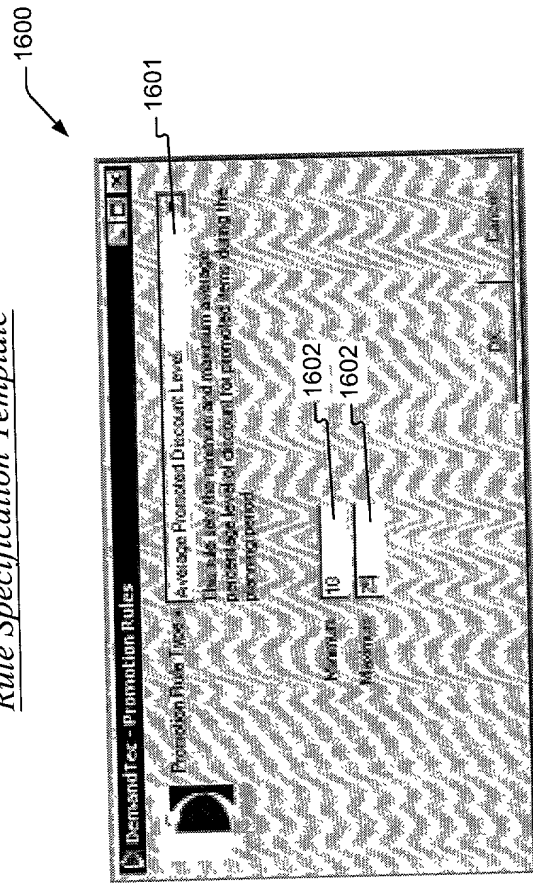


FIG. 17

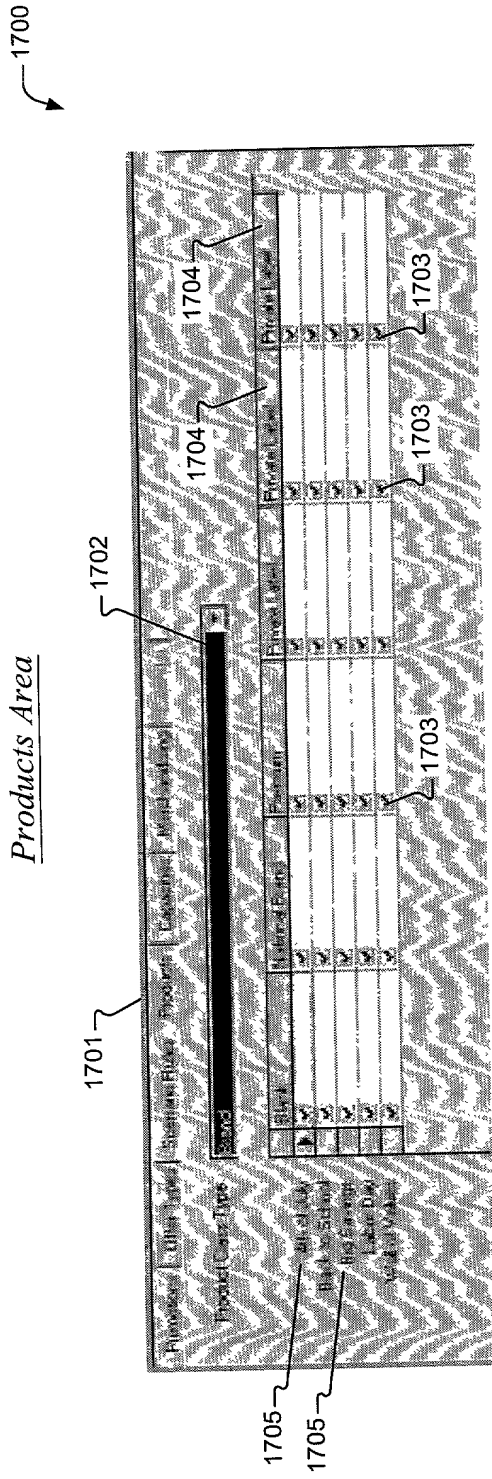


FIG. 18

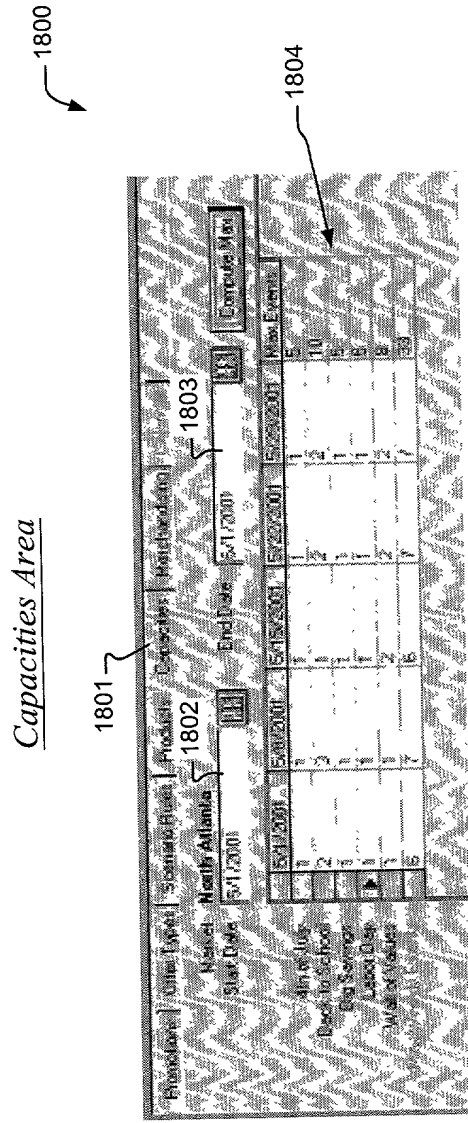


FIG. 19

Merchandising Area

The screenshot shows a software interface with a menu bar at the top containing 'Promotions', 'Order Types', 'Scenario Editor', 'Product', 'Capacities', and 'Merchandising'. The 'Merchandising' tab is active. Below the menu bar, there are three main sections: 'Category Promotion', 'Event Promotion', and 'New Promotion'. Each section contains a 'Max From' field with a numeric value and a 'Max To' field with a date. The 'Category Promotion' section has 'Max From' set to 2 and 'Max To' set to 1. The 'Event Promotion' section has 'Max From' set to 2 and 'Max To' set to 1. The 'New Promotion' section has 'Max From' set to 4 and 'Max To' set to 1. To the right of these sections, there are three columns of input fields: 'Week', 'Gap Unit', and 'Week'. The first column has 'Week' set to 1, 'Gap Unit' set to 1, and 'Week' set to 1. The second column has 'Week' set to 1, 'Gap Unit' set to 1, and 'Week' set to 1. The third column has 'Week' set to 1, 'Gap Unit' set to 1, and 'Week' set to 1. The interface is labeled with reference numerals 1900, 1901, 1902, 1903, and 1904.

FIG. 20

Optimization Wizard - Promotion Scenario Selection Template

The screenshot shows a software interface titled 'DemandTec - Promotion Center Optimizer'. The main window is titled 'DemandTec Promotion Center - Optimization Wizard'. It contains a 'Select a Promotion Scenario to Optimize' section with a list of scenarios. The first scenario is 'Promotion' with a value of 2001. Below this, there are three columns of input fields: 'Week', 'Gap Unit', and 'Week'. The first column has 'Week' set to 1, 'Gap Unit' set to 1, and 'Week' set to 1. The second column has 'Week' set to 1, 'Gap Unit' set to 1, and 'Week' set to 1. The third column has 'Week' set to 1, 'Gap Unit' set to 1, and 'Week' set to 1. The interface is labeled with reference numerals 2000 and 2001.

+

FIG. 21

Results Template - Optimized Calendar Area

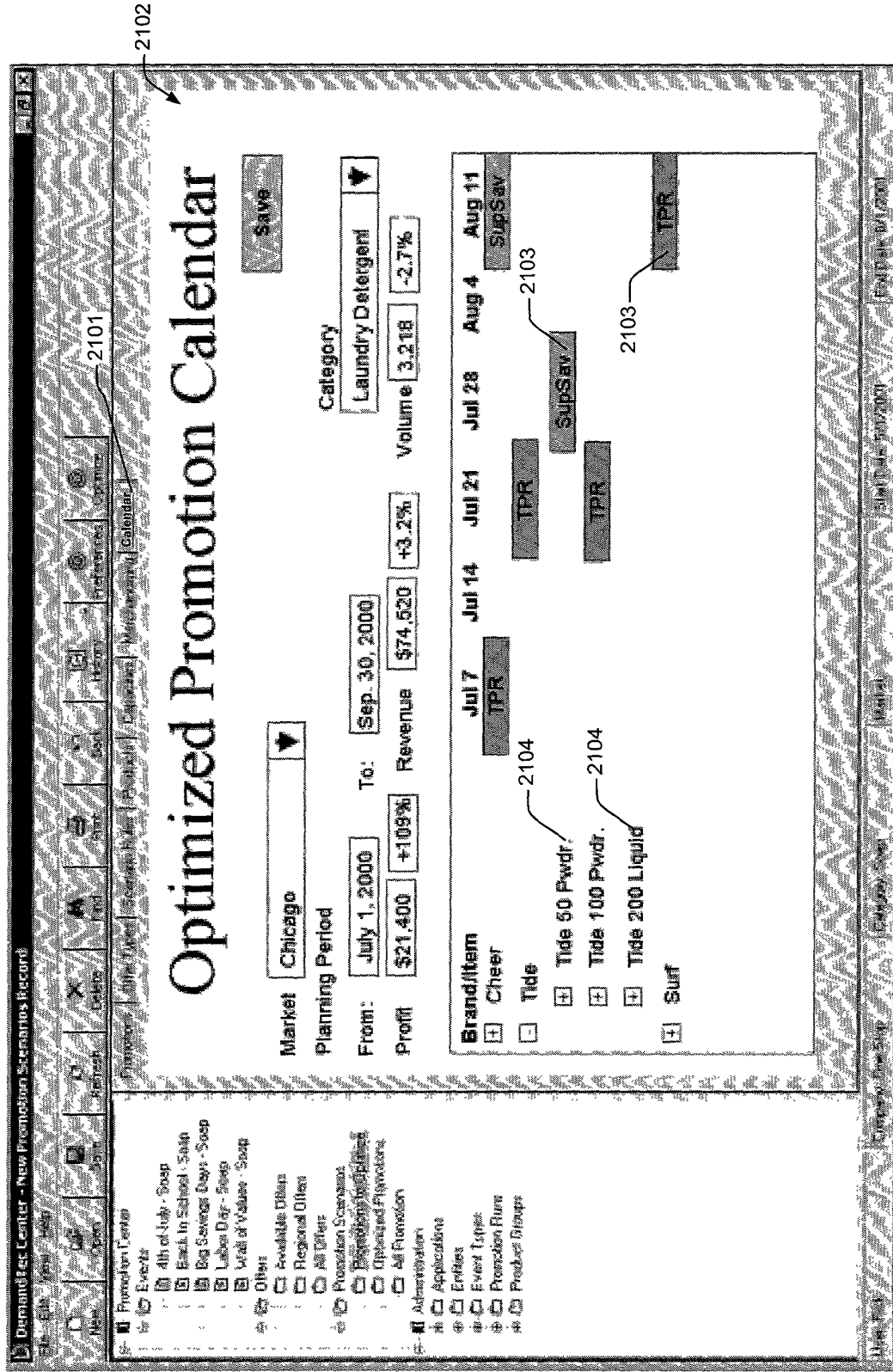


FIG. 22

Results Template - Event View Window

